

ULURU NEWS

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**ULURU INC. INVITED TO PRESENT AT RESEARCH
AND NEW VENTURES FORUM ON NANOMEDICINE**

Dallas, Texas, January 21, 2010; ULURU Inc. (NYSE Alternext: ULU) announced today that it will make a presentation at a forum highlighting the business of nanomedicine at the Institute for Innovation & Entrepreneurship (University of Texas, Dallas). Conference details and the program can be found at innovation.utdallas.edu.

The presentation will focus on the development of Altrazeal and its advanced applications related to future products in drug delivery and tissue engineering.

John V. St. John, PhD, Vice President of Research and Development for ULURU Inc. has been invited to give a presentation that details the transition of ULURU's patented Nanoflex technology from laboratory development, through production scale-up, commercialization of the product and the use of the product in clinical practice. The presentation will also highlight the extensive pipeline of Altrazeal products that utilize our Nanoflex technology for drug delivery applications in regenerative medicine.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented, “Through the application of rigorous science and the use of advanced nano materials, the commercialization of Altrazeal demonstrates that medical devices based on nanomedicine, such as wound dressings, can provide dramatic improvements in clinical outcomes. We remain committed to continued innovation in the development of regenerative medical products through the development of our pipeline of products based on our Nanoflex technology. Major pharmaceutical companies are investing significant resources in the area of regenerative medicine. Nanotechnology could play an important role in regenerative medicine, particularly in the area of tissue engineering and regeneration.”

About ULURU Inc.:

ULURU Inc. is a specialty pharmaceutical company focused on the development of a portfolio of wound management and oral care products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its innovative Nanoflex™ Aggregate technology and OraDisc™ transmucosal delivery system. For further information about ULURU Inc., please visit our website at www.uluruinc.com. For further information about Altrazeal™, please visit www.Altrazeal.com.

This press release contains certain statements that are forward-looking within the meaning of Section 27a of the Securities Act of 1933, as amended, including but not limited to statements made relating to the benefits, effectiveness, biocompatibility, ease of application, success in wound healing, clinical outcomes, and suitability of Altrazeal™, our Altrazeal pipeline and the

success of our clinical efforts. These statements are subject to numerous risks and uncertainties, including but not limited to the risk factors detailed in the Company's Annual Report on Form 10-K for the year ended December 31, 2008, and other reports filed by us with the Securities and Exchange Commission.